CHRONICLE
DeKalb, Illinois
August 27, 1960

PUT THIS IN YOUR PIPE...

A breath of fresh air — in the form of a pamphlet entitled "Tobacco and the Health of a Nation" — has penetrated the miasma created by our reformers who do not intend to rest until they have reduced man to a well-behaved mollusk — secure in his protective shell of inhibitions against all adventures and satisfactions.

This reassuring little six-page leaflet by The Tobacco Institute, Inc., notes that more Americans are living longer, with greater life expectancy for every age group. Within this century, it points out, the average length of life in the U. S. has been extended from 47 to nearly 70 years!

Death rates from major lung ailments (including lung cancer) were 700 per cent higher in 1900 than they are today, having dropped from 430 deaths per 100 to 60. Age-adjusted death rates for major heart diseases (allowing for more people living into older age-brackets) have declined from over 500 per 100,000 in 1928 to just over 400 per 100,000 today — lower than at any other period in this century.

Today's young men are taller and heavier than their fathers and grandfathers. The physical measurements of freshmen recorded at annual enrollments by one major university have gone up more than two inches in height and over 20 pounds in weight since the turn of the century. And certainly no one needs statistical studies to realize that the girls are prettier than ever.

Tribute for this progress, says Edward F. Ragland, vice president of The Tobacco Institute, "should certainly go to the medical profession and the drug industry as well as to our high standards of nutrition." As for the extreme charges that have been made against tobacco ever since the peoples of the world first began enjoying it, he observed: "Those who attack cigarettes by blaming them for all kinds of health problems seem to overlook the fact that these health improvements have also occurred during the same period that the cigarette was constantly gaining widespread favor as the most popular form of tobacco use."

But, Mr. Ragland suspects, "Those who are against tobacco will probably continue to try to scare the life out of those who like to use tobacco — regardless of the facts."

This, we think, is for sure. The world being what it is, we are not likely to find vegetarians endorsing beef steaks, nudists excited over the fall fabrics or hear any general chorus of assorted misanthropes in a spirited rendition of "Oh What a Beautiful Morning"! But living is still the best thing to do with a life that we know of.

DISPATCH
Henderson, North Carolina
August 31, 1960

Tobacco Institute Offers Evidence On Health Gains

WASHINGTON — The Tobacco Institute, Inc., has cited official figures on the improving health and longevity of the American people as a challenge to "health scares" attacking the use of tobacco.

A pamphlet entitled "Tobacco and the Health of a Nation" notes that ever since tobacco began to be enjoyed by people throughout the world, its opponents have always attempted to make extreme charges against its use.

In announcing publication of the pamphlet, Edward F. Ragland, vice president of the Tobacco Institute, said, "This leaflet gives facts and figures from U. S. Government and other sources showing the tremendous advances made in the health of our people since the beginning of this century. Tribute should certainly go to the medical profession and the drug industry, as well as to our high standards of nutrition, for helping to give us a longer, healthier life.

"Those who attack cigarettes by blaming them for all kinds of health problems seem to overlook the fact that these health improvements have also occured during the same period that the cigarette was constantly gaining widespread favor as the most popular form of tobacco use."

1. More Americans are living longer today than ever before, with life expectancy higher for every age group. The average length of life in the U. S. has risen from about 47 years to nearly 70 years in this century.

2. Death rates from major lung ailments in 1900 were 700 percent higher than they are today, with lung cancer included. These rates have dropped from about 430 deaths per 100,000 in 1900 to around 60 per 100,000 today.

3. Since 1928, age-adjusted death rates for major heart diseases, which allow for more people living into older age brackets, have declined from over 500 per 100,000 population to slightly over 400 per 100,000 today, and now are lower than at any other period in this century.

4. The average height and weight of young men have shown a steady increase since 1900. The physical measurements of freshmen recorded at annual enrollments by one major university have gone up more than two inches in height and more than 20 pounds in weight since the turn of the century.

"Those who are against tobacco will probably continue to try to scare the life out of those who like to use tobacco — regardless of the facts," Mr. Rogland added.

The pocket-sized, six-page folder is being distributed by The Tobacco Institute, Inc., 910 Seventeenth Street, N. W., Washington 6, D. C. The Institute is an organization of manufactuters of cigarettes, smoling tobacco, chewing tobacco and snuff.

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